

School Experience & Communications Coordinator - Pharo School-Kigali

Company Overview

The Pharo Foundation (the ‘‘Foundation’’) is a privately funded entrepreneurial organisation that runs philanthropic programmes as well as for-profit social enterprises. The vision of the Foundation is an economically vibrant and inclusive Africa. The mission is to achieve this vision by investing in the human and physical capital of Africa, with an emphasis on job creation.

Established in 2011, The Foundation has been implementing numerous programmes in Ethiopia and Somaliland and is in the process of expanding into Rwanda and Kenya. The strategic pillars of the Foundation are education, health, water, and agriculture. An example of a project is the opening of our first school in Kigali – Kimihurura providing access to quality education for pre-primary and primary students.

Headquartered in London, the Foundation has an operational HQ in Nairobi, Kenya with country offices in Ethiopia (Addis Ababa and Assosa), Somaliland (Hargeisa), and Rwanda (Kigali).

Position Summary

The Experience & Communications Coordinator is a position in the Communications Department in our office in Kigali and will work with our local teams across Africa to curate and create engaging social media content, plan our school communication from pre-launch, and engage with the school community to deliver the best experience for parents and students. The role will also offer the opportunity to gain more general communications experience.

Location: Kimihurura – Kigali, Rwanda

Reporting to: Head of Education and matrix reporting to the Rwanda Country Representative

Functional relationships: Global Communications teams in London, Kenya, Somaliland, and Ethiopia

Duties and Responsibilities:

- Developing communications strategy/plans and marketing campaign for the school.
- Organizing and coordinating school opening day, events with school stakeholders.
- Managing parents and students experience through communication.
- Developing and coordinating public relations activities.
- Generating editorial calendars and crafting content for school newsletters.
- Writing news releases, articles, and news items and editing the copy of other contributors.
- Creating, writing and producing video/photo content.
- Providing copy, design and photographs, and providing guidance related to printing.
- Creating and managing posts on social media.

Required skills, Education Background & Experiences

- Relevant degree in communication, design, and marketing.

- 2+ years experience in a communications or marketing role
- Prior experience in public relations, community marketing, or media relations (a strong plus)
- Open communicator with a natural smiling personality.
- Social media best practices.
- Public speaking skills
- Ability to work with stakeholders appropriately
- Graphic design and/or website design and maintenance.
- Marketing principles and practices.
- Principles and practices of school and community relations.
- Principles and techniques of planning, layout, and editing of brochures, pamphlets, newsletters, and other publications.
- Principles and practices of photography and video production.
- Current office procedures, practices and computer equipment.
- Excellent communication, interpersonal and marketing skills.

Application Procedure

Review of applications will begin as soon as they are received, and only complete applications will be considered. If an outstanding applicant is identified early in the search process, we reserve the right to appoint before the deadline. For this reason, we encourage interested and suitably qualified candidates to apply at the earliest possible opportunity.

Application Requirements

1. CV
2. Cover Letter - In your cover letter, please state where you heard about this position or saw it advertised e.g. through our website, jobs board, etc.
3. A sample of your social media work and design skills.
4. Your salary expectations.
5. An updated list of at least (3) referees with their name, title, current email addresses and phone numbers as follows; two supervisors and one peer.

Interested candidates are requested to submit their applications through this Link

<https://pharofoundation.bamboohr.com/careers/70> not later than May 20th 2023. Only those who strictly meet the criteria should apply for this position.

Due to the expected high volume of applications, we cannot respond to all applications and will only be contacting shortlisted applicants.